Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the

application:

Listing of Claims:

1.   (Currently Amended) A method for generating a customized coded video sequence

based on a subscriber's input, comprising:

receiving a multimedia data input from the subscriber that includes image data;

extracting the image data from the multimedia data input;

deriving virtual camera scripts and coding hints from the image data;

generating a video sequence based on the subscriber's input, the extracted image data,

and the derived virtual camera scripts and coding hints;

coding the generated video sequence based on the coding hints;

outputting the customized coded video sequence to an output device as a multimedia

presentation; and

inserting a customized advertisement during the multimedia presentation, wherein

the inserted customized advertisement includes an offer of an award to a user

contingent, at least partly, on a user interaction.

2.   (Original) The method of claim 1, further comprising:

receiving preference information from one of the subscriber and a service provider;

storing the preference information in a subscriber profile; and

generating the video sequence based on the subscriber's profile.

3.   (Original) The method of claim 2, wherein the subscriber's profile includes at

least one of format settings, coding preferences, handicap settings, storage addresses of image

data, device characteristics, and billing information.

4.   (Original) The method of claim 3, wherein the format settings include at least one of text font settings, text style settings, and display settings.

5.   (Original) The method of claim 3, wherein the coding preferences are used as coding hints and include at least one of audio coding preferences and visual coding preferences.

6.   (Original) The method of claim 3, wherein the handicap settings include at least one of visual enhancement settings and audio enhancement settings.

7.   (Original) The method of claim 3, wherein the storage addresses of image data include at least one of a computer image file, an image database, a Web page address, a universal resource locator (URL), a floppy disk, and CD ROM.

8.   (Original) The method of claim 2, wherein the subscriber's profile includes billing information.

9.   (Canceled)

10.   (Original) The method of claim 2, wherein the coded video sequence output includes one or more images based on the storage addresses of image data from the subscriber's profile.

11.   (Original) The method of claim 2, wherein the subscriber provides multimedia data input and preference information to the input unit using at least one of a touch-tone menu, an interactive voice response system, a voice recognition system, a touch screen, a stylus, a

keyboard, a Web page, the Internet, to telephone, a cable TV, a personal computer, and a

wireless communication device.

12.   (Original) The method of claim 2, wherein the subscriber's profile includes

information about the display devices owned by the subscriber.

13.   (Original) The method of claim 12, wherein the coded video sequence output is

customized for at least one of the devices included in the subscriber's profile.

14.   (Original) The method of claim 1, further comprising storing the extracted image data

in an image data database, the derived virtual camera scripts in a virtual camera scripts

database, and the derived coding hints in a coding hints database.

15.   (Original) The method of claim 1, further comprising receiving one or more input

commands from a user, wherein at least one of the steps of extracting, deriving, generating,

coding and outputting are performed based on the user's input commands.

16.   (Original) The method of claim 1, wherein the image data include image data from at

least one of images, pixelmaps, a series of still frames, panorama images, a series of

photographs from a film, web-pages, single files containing vector representation of text and

graphics, short video clips, single files containing a vector representation of synthetically

coded 3D worlds, and lightfields of single objects.

17.   (Original) The method of claim 1, wherein the virtual camera scripts include at

least one of a sliding window of resolution, a document browsing simulation, a general

composition of images, synthesized videos from a set of images, a panorama synthesis, and

parallax techniques.

18.   (Original) The method of claim 1, wherein the coding hints include at least one of motion information used to generate a sequence of frames, temporal evolution of each frame, and coding parameters for each image.

19.   (Original) The method of claim 1, wherein the generating step uses a rendering plug-in to decode portions of the image data into pixel maps.

20.   (Original) The method of claim 1, wherein the generating step uses addresses to generate an image sequence.

21.   (Original) The method of claim 20, wherein the addresses include URLs.

22.   (Original) The method of claim 1, wherein the generating step generates the video sequence from more than one multimedia source.

23.   (Original) The method of claim 22, wherein the multimedia sources include at least one of television, cable TV, interactive TV, Internet, telephone, computer generated images, wireless communications, photographs and electronically stored still images.

24.   (Original) The method of claim 1, further comprising receiving an audio input corresponding to the generated video sequence.

25.   (Original) The method of claim 24, further comprising synchronizing the audio input with the generated video sequence.

26.   (Previously Presented) The method of claim 1, further comprising:

receiving audio input from the subscriber, the audio input stored as at least one of a computer file or an address;

storing the subscriber's audio input in the subscriber's profile;

retrieving the subscriber's audio input; and

outputting the subscriber's audio input in conjunction with the generated video sequence.

27.   (Original) The method of claim 1, wherein the coded video sequence is output using scrolling techniques.

28.   (Previously Presented) The method of claim 1, wherein the inserted customized advertisement is personalized to a user.

29.   (Canceled)

30.   (New) A method for generating a customized coded video sequence based on a subscriber's input, comprising:

receiving a multimedia data input from the subscriber that includes image data;

extracting the image data from the multimedia data input;

deriving virtual camera scripts and coding hints from the image data;

generating a video sequence based on the subscriber's input, the extracted image data, and the derived virtual camera scripts and coding hints;

coding the generated video sequence based on the coding hints;

outputting the customized coded video sequence to an output device as a multimedia

presentation; and

inserting a customized advertisement during the multimedia presentation, wherein the inserted customized advertisement is personalized to include a name of the subscriber.